The Rise of the Donor Investor: The Donor Investor Imperative Part One

Translating Insight Into Action

A Discussion/Self-Reflection Guide to Speed Best Practice Adoption

Instructions:

Use the following discussion/self-reflection guide and related implementation tool at the conclusion of the webconference to help you prioritize the implementation of the best practices provided based on your institution's goals, available resources, and timeline.

Emerging Challenges

1. What are our current strategic plan priorities? How can we turn them into compelling fundraising priorities?

2. What are the biggest obstacles that prevent our faculty members from "thinking big"? How can we start to remove these obstacles?

3. What is the current relationship between faculty members and advancement? How can we make it stronger?

4. Have our top donors' expectations changed? How might these expectations change in the future?

Expectations of the Donor Investor

1. How do we communicate gift impact do principal gift donors? How could we make our communication more effective and/or more streamlined?

2. What is the most compelling idea that we have recently presented to a donor? What made it compelling? How did the donor respond?

3. How do donors currently engage with our faculty and staff? How could we make this engagement more meaningful?

4. Among the current challenges (compelling ideas, transformative impact, credible connections), where can we improve how we work with our top donors?

Source: Advancement Forum interviews and analysis.

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Implementation Guide to Speed Best Practice Adoption

Instructions:

Based on your institution's goals and available resources, map out which of the challenges profiled in today's webconference are of most concern and where you have the greatest opportunities for improvement. Use this vision document to assign program responsibility for next steps and prioritize the other webconferences in The Donor Investor Imperative Series.

Current Challenges	High Priority	Low Priority	Not Applicable	Next Steps	Related Webconferences
1. **Compelling Ideas** • **Strategic plan priorities are not compelling to top donors.** • **Faculty members lack big ideas for fundraising.**					*Sustainably Sourcing Big Ideas*
2. **Transformative Impact** • **There is a disconnect between faculty members and advancement.** • **Deans and faculty members are unaware of the importance of sharing results internally and externally.**					*Communicating the Impact of Big Ideas*
3. **Credible Connections** • **Donors want to engage with faculty members, but faculty are reluctant to participate.** • **Faculty members are ill-equipped to play the role they need to play in donor conversations.**					*Perfecting the Pitch to Appeal to Today's Donors*

Source: Advancement Forum interviews and analysis.